



Southeast Regional Office
 5389-G New Peachtree Road, Chamblee, GA 30341
 Tel: 770.451.4509 / Fax: 770.457.7964
 Email: Atlanta@WorldJournal.com

RATE CARD

SE Edition: AL, FL, GA, MS, NC, SC, and TN

	COLOR AD No.	SIZE	Y (WEEKDAY) MON, TUE, WED, THU	D (WEEKEND) FRI, SAT, SUN		DISCOUNT
FRONT PAGE	DF6U	2.75"x1.49"	\$43.00	\$46.00		NO DISCOUNT for FRONT PAGE AD
	DF2P	11.3"x1.94"	\$156.00	\$174.00		
	DF4P	11.3"x3.98"	\$312.00	\$348.00		
	DF6P	11.3"x6.02"	\$468.00	\$522.00		
	DF10P	11.3"x10.1"	\$780.00	\$870.00		
	\$6.50 PER UNIT FOR WEEKDAY. \$7.25 PER UNIT FOR WEEKEND.					
OUTSIDE PAGES (COLOR)	DO8U	3.7"x1.75"	\$40.00	\$44.00		4 INSERTS 10% OFF 8 INSERTS 15% OFF 12 INSERTS 20% OFF 15 INSERTS 30% OFF
	DO12U	2.75"x4.49"	\$60.00	\$66.00		
	DO15U	2.75"x5"	\$75.00	\$82.50		
	DO16U	7.5"x1.75"	\$80.00	\$88.00		
	DO2P	11.3"x1.94"	\$126.00	\$144.00		
	DO3P	11.3"x2.96"	\$189.00	\$216.00		
	DO4P	11.3"x3.98"	\$252.00	\$288.00		
	DO5P	11.3"x5"	\$315.00	\$360.00		
	DO10P	11.3"x10.1"	\$630.00	\$720.00		
	DO20P	11.3"x20.3"	\$1,260.00	\$1,440.00		
OUTSIDE BANNER: \$5.00 PER UNIT FOR WEEKDAY, \$5.50 PER UNIT FOR WEEKEND.						
OUTSIDE PAGE: \$5.25 PER UNIT FOR WEEKDAY. \$6.00 PER UNIT FOR WEEKEND.						
	B&W AD No.	SIZE	Y (WEEKDAY) MON, TUE, WED, THU	D (WEEKEND) FRI, SAT, SUN	MONTHLY	DISCOUNT
BLACK & WHITE PAGE	DB6U	2.75"x1.94"	\$21.00	\$25.20	\$189.00	3-MONTH PREPAY 5% OFF 6-MONTH PREPAY 7% OFF 12-MONTH PREPAY 10% OFF
	DB8U	3.7"x1.94"	\$28.00	\$33.60	\$252.00	
	DB12U	2.75"x3.98"	\$42.00	\$50.40	\$378.00	
	DB16U	3.7"x3.98"	\$56.00	\$67.20	\$504.00	
	DB24U	5.6"x3.98"	\$84.00	\$100.80	\$756.00	
	DB3P	11.3"x2.97"	\$126.00	\$151.20	\$1,134.00	
	DB4P	11.3"x3.98"	\$168.00	\$201.60	\$1,512.00	
	DB5P	11.3"x5"	\$210.00	\$252.00	\$1,890.00	
\$3.50 PER UNIT FOR WEEKDAY. \$4.20 PER UNIT FOR WEEKEND.						

- Note
1. NO discount for Front Page AD
 2. 20% surcharge if specific Section is required
 3. 10% surcharge if translation is required
 4. Prices are subject to change without notice
 5. Ads under long-term special rate will be subject to moving to other pages if there is an AD of timely natural or short-term high price AD

Rate become effective from Jan 1, 2016